

Amendments to and Listing of the Claims:

Please cancel claims 1-18, amend claims 19 and 25, and add new claims 35-42 as follows:

1-18. (canceled)

19. (currently amended) In a digital television environment, an apparatus for inserting one or more local signals during a delay period associated with the execution of a channel change command, the apparatus comprising:

a memory for storing one or more local signals;

a processor for recognizing an inherent delay period associated with the channel change command, wherein the inherent delay period is the time to acquire and decode a digital television signal; and

a signal insertion module, coupled to the memory and the processor, for retrieving a local signal from the memory and for creating a second delay period for inserting the local signal in the second delay period, wherein the second delay period is longer than the inherent delay period.

20. (previously presented) The apparatus of claim 19, wherein the local signal is a targeted advertisement.

21. (previously presented) The apparatus of claim 19, wherein the local signal is an audio signal.

22. (previously presented) The apparatus of claim 19, wherein the local signal is a graphic signal.

23. (previously presented) The apparatus of claim 19, further comprising a demultiplexer for recalculating a new program stream based on the channel change.

24. (previously presented) The apparatus of claim 19, wherein inserting the local signal during the second delay period enables the presentation of additional advertisements.

25. (currently amended) In a digital television environment, a method for inserting one or more local signals during an inherent delay period associated with the execution of a channel change command, the method comprising:

recognizing the inherent delay period associated with the execution of the channel change command, wherein the inherent delay period is the time to acquire and decode a digital television signal;

transmitting a request for a local signal, wherein the local signals are stored in memory;

receiving the local signal in response to the transmitted request;

creating a second delay period which is longer than the inherent delay period; and

inserting the local signal during the second delay period.

26. (previously presented) The method of claim 25, wherein the local signal is a targeted advertisement.

27. (previously presented) The method of claim 25, wherein the local signal is an audio signal.

28. (previously presented) The method of claim 25, wherein the local signal is a graphics signal.

29. (previously presented) The method of claim 25, where the local signal is an HTML page, either locally stored or received real-time from any source.

30. (previously presented) The method of claim 29, wherein the local signal is a Java application.

31. (previously presented) The method of claim 25, wherein the local signal is an analog television channel.

32. (previously presented) The method of claim 25, wherein the local signal is a locally stored MPEG stream.

33. (previously presented) The method of claim 25, further comprising a demultiplexer for recalculating a new program stream based on a channel change command.

34. (previously presented) The method of claim 25, wherein inserting the local signal during the second delay period enables the presentation of additional advertisements.

35. (new) A method for inserting one or more local signals during an inherent delay period associated with a channel change command in a digital television environment, the method comprising:

(a) recognizing the inherent delay period associated with execution of the channel change command to switch from a first channel to a second channel, wherein the inherent delay period is the time to acquire and decode a digital television signal;

(b) transmitting a request for a local signal, wherein the local signals are stored in memory;

(c) receiving the local signal in response to the transmitted request;

(d) inserting the local signal during the inherent delay period; and

(e) manipulating the inherent delay period such that a program associated with the second channel is delayed until the local signal is terminated.

36. (new) The method of claim 35, wherein the local signal is a targeted advertisement.

37. (new) The method of claim 35, wherein the local signal is an audio signal.
38. (new) The method of claim 35, wherein the local signal is a graphics signal.
39. (new) The method of claim 35, where the local signal is an HTML page, either locally stored or received real-time from any source.
40. (new) The method of claim 35, wherein the local signal is an analog television channel.
41. (new) The method of claim 35, wherein the local signal is a locally stored MPEG stream.
42. (new) The method of claim 35, wherein inserting the local signal during the inherent delay period enables the presentation of additional advertisements.